



INTERact

European Union

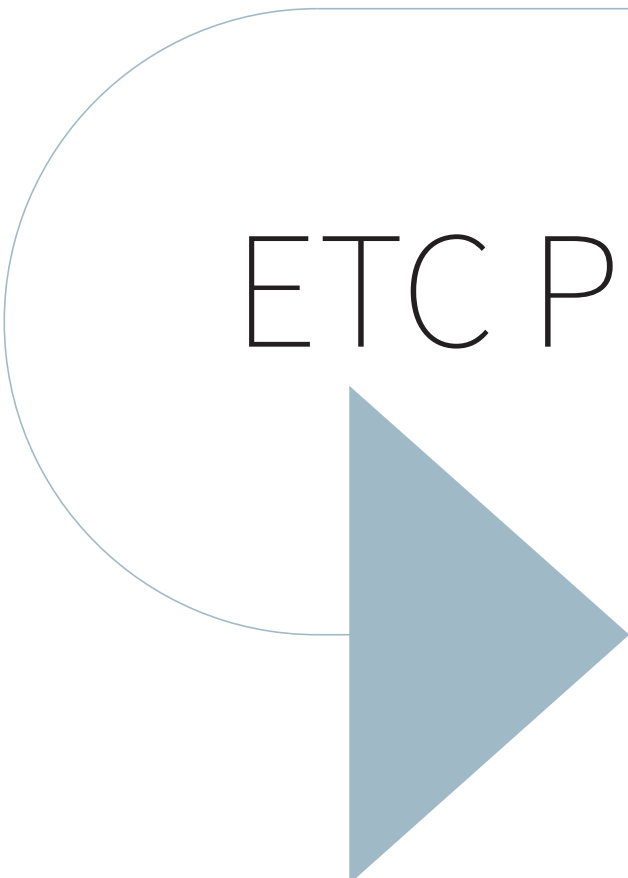
European Territorial Cooperation

Inspiring Creativity

Promoting Culture and Creative Industries across Europe



INTERACT is co-financed by the European Regional Development Fund (ERDF)



ETC Programme Examples

Many ETC programmes have now launched initiatives to make capitalising on project outcomes and results an important part of daily programme management. Programmes support projects in ensuring that the knowledge gained and results generated are more accessible and widely used. This is to ensure that results are not lost and that future projects can build on the work of their predecessors. Clustering similar projects often brings added value to projects and programmes alike. It enables projects to inform specific policy fields such as energy, transport or CCI about the added value of cooperation or the constructive synergies achieved through several cooperation projects working together on related topics.

In the following articles we present examples of capitalisation initiatives in the culture and creative industries field undertaken by three programmes: INTERREG IVC, which focuses on creative industries in interregional cooperation; the transnational Central Europe programme addressing cultural heritage and creative resources, and the Italy-France Maritime cross-border programme, which supports cultural activities.



Cultural Tourism

Cultural tourism is a commonly used term that reflects the close links that have always existed between culture and tourism in Europe and beyond. It is a term, though, that is open to interpretation because both culture and tourism are very broad concepts in themselves. UNESCO, the OSCE and the European Commission’s Enterprise and Industry directorate have all conducted studies on the concept of cultural tourism, its historic background and the impact of culture on tourism.

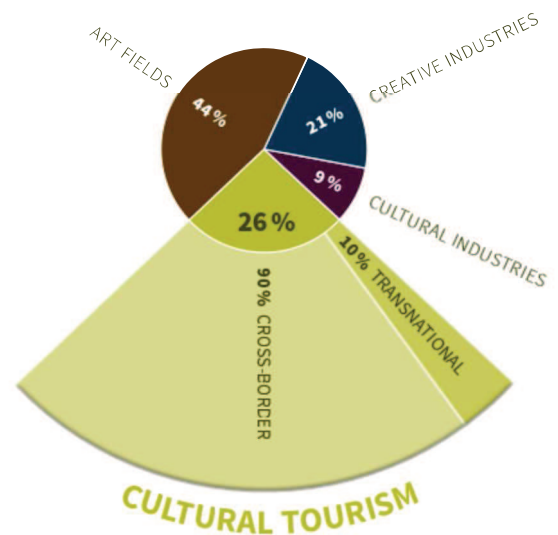
“The movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs.”¹

Cultural tourism in ETC

In our analysis, we categorised cultural tourism projects as those which stressed the link to tourism or the importance of tourism for the project in their project description.

Altogether, 26% of all analysed CCI projects had cultural tourism as their main focus. Since cultural tourism is an important and growing sector of the European economy, it is not surprising that 88% of the analysed cross-border cooperation programmes and 50% of the analysed transnational programmes funded projects in this field. However, there was a greater involvement in cultural tourism by CBC programmes than transnational programmes and 90% of cultural tourism projects analysed were cross-border projects. Around 145 million EUR of the ERFD budget for CCI projects (28% of the total ERDF budget of the analysed CCI) was spent on cultural tourism.

26% of the 583 analysed CCI projects are **cultural tourism projects**



Cross-border cultural tourism

Istro-pontic – Where European civilisation begins

The shared mission of the project was to promote, preserve and improve the incredible cultural richness and diversity of the Istro-Pontic cross-border region (Romania/Bulgaria) in an attractive and accessible way.

www.istro-pontic.eu



“ Our goal was to create a common identity of the region as a year-round destination for cultural tourism. Istro-Pontic brought together the tourism business, museums and municipalities, among other organisations, with the shared goal of developing cultural routes in the Istro-Pontic region. Our main approach was to identify and locate shared historical and cultural ties linking Romania and Bulgaria. Instead of compiling their most popular attractions into tourism products, we aimed at creating common thematic routes. Our focus was not only on contributing to a better understanding of our past but also on strengthening the image of the cross-border region as an attractive destination for sustainable tourism. ”

Bozhanka Dobрева, NGO European Institute for Cultural Tourism EUREKA, Project Coordinator



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The oldest processed gold in world – more than 7000 years old, found near Durankulak Lake, North East Bulgaria

Shared maritime history as tourist magnet

ODYSSEA SUDOE

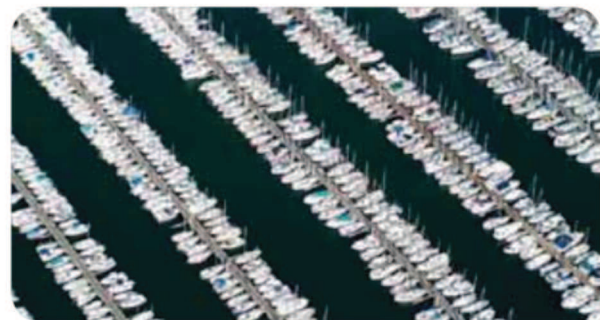
This transnational project helped to define and implement an innovative model of tourism development based on the cultural heritage and shared maritime history of several southern European cities' ports and regions. The project partners also established a new concept of sustainable harbour cities, which connects the coast with the hinterland and integrates the sea and rural territories.

www.odyssea-sudoe.eu



“ The challenge of our project was to generate a concept for a permanent cooperation network of maritime cities and inland waterways, favouring the whole population in the long term. Using common technologies, which enabled us to read maritime and cultural landscapes, we were able to develop tourist activities that ensure a better flow of customers from the port cities to the hinterland. The ODYSSEA SUDOE project gives 6 partners from the Balearic Islands, Algarve, Alentejo, Languedoc-Roussillon and Midi Pyrénées a new concept on which to structure tourism, namely a Cultural Route 'From the sea to the land'. The promotion of the territory is built upon tangible and intangible heritage, history, language, crafts and social traditions. ”

Regis Lopez Lang, Project Manager



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